

What is claim d is:

1. A bearing seal for a water pump disposed within a casing, wherein said bearing seal comprises:

an outer ring formed within said casing;

a rotary shaft which is equipped with a drive portion at one end portion and an impeller at another end portion, and which is provided in a freely rotatable manner within said outer ring with rolling elements therebetween; and

a seal body affixed to each end of said outer ring in the axial direction;

wherein at least said seal body on a side close to said impeller is formed of hydrogenated nitrile rubber.

2. The bearing seal for a water pump of claim 1, wherein:

a sealing groove is provided in each axial end portion of said outer ring; and

one of said seal bodies is attached by caulking into each of said sealing grooves of said outer ring.

3. The bearing seal for a water pump of claim 1, wherein:

a sealing groove is provided in each axial end portion of said outer ring; and

one of said seal bodies is attached by press-fitting into each of said sealing grooves of said outer ring.

4. The bearing seal for a water pump of claim 1, wherein said seal body comprises:

a metal core member;

a main lip which is orientated outward in the axial direction;

a first sub-lip which is orientated inward in the axial direction; and

a second sub-lip which is positioned further outward in the radial direction than said main lip and which extends outward in the axial direction;

wherein said main lip, said first sub-lip, said second

sub-lip, and said metal core member are formed integrally.

5. The bearing seal for a water pump of claim 4, wherein:
a flinger is disposed on an impeller-side end of said rotary shaft, wherein said flinger comprises:

a small circular cylinder engaging with and fixed to said rotary shaft;

a large circular cylinder encompassing said small circular cylinder in a coaxial manner; and

a flange portion linking said small circular cylinder and said large circular cylinder;

wherein said main lip is in contact with an outer peripheral surface of said small circular cylinder, said second sub-lip is in contact with an outer peripheral surface of said large circular cylinder, and said first sub-lip is in contact with an outer peripheral surface of said rotary shaft.

6. A seal body of a bearing seal for a water pump disposed within a casing, wherein said seal body comprises:

an outer ring formed within said casing;

a rotary shaft which is equipped with a drive portion at one end portion and an impeller at another end portion, and which is provided in a freely rotatable manner within said outer ring with rolling elements therebetween; and

a flinger affixed to an impeller-side end portion of said rotary shaft;

wherein said seal body is affixed to said outer ring and is formed of hydrogenated nitrile rubber.